

1938

***RITE-RITE***

*Illustrated Catalog*

M E C H A N I C A L  
P E N C I L S • •  
F O U N T A I N •  
P E N S • S E T S  
E R A S E R S •  
L E A D S • • •

RITE-RITE MFG. CO.  
1501 West Polk Street  
CHICAGO, ILLINOIS, U. S. A.

NATIONAL ADVERTISING  
HIGH QUALITY . . .  
COLORFUL DISPLAYS  
MECHANICAL PERFECTION

# The Winning Combination for 1 9 3 8



This entire plant devoted exclusively to the manufacture of Rite-Rite mechanical pencils and leads.

## GUARANTEE

Rite-Rite products are fully guaranteed. Any goods of our manufacture proving unsatisfactory due to faulty workmanship or materials will be immediately replaced without charge.

**RITE-RITE MANUFACTURING CO.**  
1501 WEST POLK STREET • CHICAGO, ILL., U. S. A.

Each of any items illustrated in this catalog may be had upon request.

The price list represents all present prices. All prices and packaging styles subject to change without notice. Terms: C.O.D. 10 days. 30 days net. P. O. & Chicago, Illinois.

"PRODUCT OF RITE-RITE" MEANS QUALITY

## The "FINGERFIT JR." Line Using Standard Length Leads

Perfectly balanced, perfectly shaped to place the fingers in a natural writing position. Propel-Expel Action. Black Bakelite Cone, Large Replaceable Eraser, Magazine for Extra Leads, Adjustable Clip.



**14—"Fingerfit Junior."** Finished in assorted nobbies and metallic colors.

Carried—One doz on easel display, six cards per carton. Weight, 7½ lbs. per gross.

**\$16.00** per gross

**14—Board "Fingerfit Jr."** Finished in solid colors—black, red, yellow. Packed in dozens, all one color or assorted. Six boxes in carton. Weight, 4 lbs. per gross. **\$16.00** per gross

**14T—"Fingerfit Jr."** Individual descriptive tag attached to each pencil explaining fingerfit feature. Packed three dozen in carton. Weight, 4 lbs. per gross. **\$19.00** per gross

## The "ANDOVER" Line

Featherweight, featuring brilliantly striped barrel in two colors. The simple positive action of this pencil assures tight-fitting leads.

**18—"Andover"** Propel-Expel action. Octagon barrel, finished in a wide assortment of plain and two-color stripes. Adjustable clip. Black cap covers replaceable eraser. Magazine for extra leads.

Carried—One dozen on colorful easel display, six cards in carton. Weight, 7½ lbs. per gross.

Board—In dozens, 6 boxes in carton. Weight, 4½ lbs. per gross.

**\$16.00** per gross



No. 14



No. 18



# The "EXETER" Line

## Using 4-inch Leads

A sturdy, light weight, well balanced pencil with smooth operating mechanism finished in many new and attractive color combinations.

Propel-Repel-Expel Action

Black Bakelite Cone

Octagon Barrel

Nickel Plated Metal Fittings

Adjustable Clip

Large Replaceable Eraser

4-INCH LEAD



No. 113

No. 113S

113—"Exeter." Octagon barrel finished in colorful assortment of novelty pin stripes.

113M—"Exeter." Octagon barrel, assorted mottled color finishes.

113—"Exeter." Octagon barrel in warm matched shades of solid Red, Blue, Green, Yellow, Orange, Brown and Lavender. Also Gold, Silver and Rubber Black. Packed solid or assorted.

113S—"Exeter." Octagon barrel in two-color pin stripes of new matches shades, featuring new Gold and Silver Stripes.

113R—"Exeter." Round barrel in matched shades of solid Red, Blue, Green, Yellow, Orange, Brown and Lavender. Also Gold, Silver and Rubber Black. Packed solid or assorted.

\$16.00 per gross



### PACKING:

Carded—One dozen on compact, colorful oval display, one display in carton. Weight, 6½ lbs. per gross.

Boxed—In dozens, six boxes in carton. Weight, 4½ lbs. per gross.

# "EXETER JUNIOR"



No. 13J

For VEST POCKET, PURSE, GOLF, BRIDGE

13J—"Exeter Junior." Same sturdy mechanism as standard Exeter Pencil. Short length. Octagon barrel finished in assorted two-color pin stripes of new matched shades.

**PACKING:**

Carded—One dozen on attractive three-panel display. Six displays in carton. Weight, 6 lbs. per gross.

**\$16.00 Per Gross**

4-INCH LEAD

## EXETER PENCILS LOADED WITH 4" COLORED LEADS

4-INCH LEAD

Red, Blue, Green, Yellow and Lavender barrels loaded with corresponding 4-inch colored leads including Hard, Medium and Intense Purple Copying. Make excellent checking pencils.

213—"Exeter Colored." Octagon barrel.

213R—"Exeter Colored." Round barrel.

**PACKING:**

Boxed—In dozens. Six boxes to carton. Weight, 4½ lbs. per gross.

**\$17.00 Per Gross**



No. 13M



No. 113R

MECHANICALLY PERFECT—SMARTLY FINISHED

NO. 229 PHOTO ALBUM PENCIL EQUIPPED  
WITH SPECIAL FORMULATED 4-INCH LEADS

Excellent for writing on black or dark colored papers. Also for blue-print work. Decagon shaped transparent barrel showing amount of lead in pencil. Propel-Repel-Expel Action. Uses 4-in. leads. Chrome plated fittings. Built-in clip.



75—"Photo Album Pencil." Crystal barrel loaded with Silver Lead, Amber barrel with Gold Lead, Red barrel with Brick Red Lead.

PACKING: All one color or assorted.

Carded—One dozen on unique card styled like a photo album. Weight, 8½ lbs per gross.

Boxed—In dozens. Weight, 2½ lbs per gross.

\$40.00 per gross

4-INCH LEAD



THE "COMMERCIAL JR."

Using 4-inch leads. Designed for office, school and industrial use. Guaranteed against defective materials or workmanship.

18—"Commercial Jr." Round barrel in white pearl essence finish ornamented with colored rings. Assorted colored basketry cones. Propel-Repel-Expel action. Adjustable spring steel clip. Large replaceable eraser.

PACKING

Carded—Dozen on three-panel "Commercial" display. Six cards in carton. Weight, 8 lbs per gross.

No. 18

Boxed—In dozens. Weight, 5½ lbs per gross

\$21.50 per gross

MECHANICALLY PERFECT — SMARTLY STYLED

# No. 33 "X-RAY" PENCIL

Completely Visible Mechanism — Using 4-inch Leads

Transparent barrels in five rich tints. Indicator shows amount of lead in barrel. Propel-Repel-Expel mechanism driven from cap end. Chrome plated metal fittings. Built-in clip. Replaceable eraser. Light weight. Perfectly balanced. Comfortable to the touch of the fingers.

**33**—"X-Ray" Decagon shaped transparent Tenite barrel in assorted tints of Amber, Orange Red, Light Blue, Light Green and Rose. Also Crystal. **\$36.00** per gross

**331**—"X-Ray" Decagon barrel in assorted transparent colors. Nickel plated metal fittings. Adjustable spring clip. **\$33.50** per gross



#### PACKING

One dozen, assorted colors mounted on modern display of great merchandising value. One completely assembled display in carton. Weight, 8½ lbs. per gross.

One dozen in box — all one color or assorted. Weight, 8½ lbs. per gross.

## COMMERCIAL SENIOR

**99**—"Commercial Sr" Decagon shaped Tenite barrel in assorted colors. Chrome plated metal fittings. Built-in clip. Propel-Repel-Expel action. Uses 4-inch leads.

#### PACKING

One dozen on 3-panel "Commercial" display. Weight, 8½ lbs. per gross.

One dozen in box. All one color or assorted. Weight, 8½ lbs. per gross. **\$32.00** per gross



4-INCH LEAD

No. 33



## THE "1100" NEW COMPACT SIZE

IDEAL UNITS FOR DEALERS  
WITH LIMITED DISPLAY  
SPACE

A complete Pencil, Lead and Eraser Department on a compact easel display.

### CONTENTS: 1100 ASSORTMENT

Retail Value

48 "Eraser" Pencils, assorted styles.	10c
6 "Ritegrip" Pencils, assorted.	25c
24 Tubes Standard Medium Black Leads	5c
24 Flatpaks 4-inch Medium Black Leads	5c
6 2002BX Eraser Pouches	5c

Packed one complete assortment in carton.

Weight, 2 $\frac{3}{4}$  lbs. each.

\$6.00 Per Assortment

## THE "RITE-RITE STORE"

### No. 700 ASSORTMENT

700—"Store Assortment." One dozen assorted 13, 13M and 1135 Eraser Pencils, retailing at 10c One dozen No. 40S 4-inch Lead Paks retailing at 5c. Weight, 12 $\frac{3}{4}$  lbs. per gross.

\$22.50 Per Gross Assortments



"PRODUCT OF RITE-RITE" MEANS QUALITY



# THE "RITEGRIP" LINE

(PATENTED)

## USING STANDARD LENGTH LEADS

The "Ritegrip" features a graceful long tip, finely panelled to give the fingers a firm and comfortable grip. Smartly styled with corresponding colored tip and grip joined by contrasting centerpiece and rings.

Propel-Repel-Expel Mechanism. Built-in Clip. Magazine Containing Extra Leads. Replaceable Eraser.



No. 30 RITEGRIP

### DISPLAYED ON A BRILLIANT SILVER FLASH EASEL CARD

**30**—"Ritegrip." Finished in a wide assortment of latest solid and patterned colors of caps, grips and centerpieces joined by corresponding colored rings. **\$40.00** per gross

**230**—"Ritegrip Checking." Consists of 6 red, 4 blue and 2 green pencils loaded with corresponding colored leads. **\$40.00** per gross

**PACKING:**

Carded—One dozen on easel display. One display in carton. Weight, 8 lbs. per gross.

Boxed—In dozens. Weight, 43½ lbs. per gross.

**430**—"Ritegrip DeLuxe." With Iridescent White Pearl Essence Center, assorted colored cap and grip joined by contrasting colored rings. Exposed metal fittings Chrome Plated.

Carded—One dozen on "Silver Flash" display. Wgt., 8 lbs. per gross.  
Boxed—In dozens. Weight, 43½ lbs. per gross. **\$72.00** per gross

No. 30

No. 430

# THE "FINGERFIT SENIOR" LINE

(PATENTED)

## USING STANDARD LENGTH LEADS

Featuring the famous Fingerfit Grip which places the fingers in correct, easy writing position. Finished in many styles and striking color combinations with appearance and quality of higher priced pencils.

Propel-Repel-Expel Mechanism. Grip and Tip of new Tenite material. Grips, tips and centerpieces offered in large variety of solid and patterned colors joined by corresponding colored rings. Built-in clip. Magazine containing extra leads. Replaceable eraser.



No. 24



**24** — "Fingerfit Sr." New combinations of Black, Red, Blue and Green grips and tips. Assorted mottled and pearl centerpieces joined by White rings.

**\$38.00** per gross

### PACKING:

Carded—One dozen on a modernistic display with cut-out hand holding a pencil in correct position. One card in carton. Weight, 8 lbs per gross.

Boxed—In dozens. Weight, 4 $\frac{3}{4}$  lbs. per gross.

# RITEGRIP "MIDGET"

FOR VEST POCKET, PURSE, GOLF AND BRIDGE

Assorted Black, Red, Blue and Green caps and grips, joined by combination colored rings. Panalled tip. Shorter than regular Ritegrip.

**30J**—"Ritegrip Midget"<sup>1</sup>/<sub>4</sub> Mounted eight with clips, four with rings and tassels on standard Ritegrip card. One card in carton. Weight, 7<sup>3</sup>/<sub>4</sub> lbs. per gross. **\$36.00** per gross

**30J**—"Ritegrip Midget, Tasseled." Carded—One dozen on Ritegrip display. All rings and tassels. **\$40.00** per gross



No. 30J



No. 630G-J

## LADIES' MIDGET GIFT PENCIL — FOR BRIDGE PRIZES, GIFTS OR PERSONAL USE

Metal Fittings Gold Plated

**630G-J**—"Ladies' Pencil." Caps and grips in delicate new shades joined by wide gold plated band. Top ring and tip also gold plated. Beautiful colored tassel attached to each pencil.

PACKING: Each pencil in individual box. Weight, 8 lbs. per gross. **\$72.00** per gross

S T R E A M L I N E D F O R S T Y L E

# TWO COLOR CHECKING PENCILS

EQUIPPED WITH COLORED LEADS

FOR

ACCOUNTANTS, CHECKERS, CLERKS AND  
TECHNICAL PEOPLE



No. 330

**35**—"Checker" double end pencil, one end red grip and red lead. Opposite end blue grip and blue lead. Chamber with six each red and blue leads. Removable clip. All exposed parts heavily nickel plated.

PACKED:

Carded— $\frac{1}{2}$  dozen on easel display, six cards in carton. Weight, 9 lbs. per gross.

Boxed—In dozens, six boxes in carton. Weight,  $5\frac{1}{2}$  lbs. per gross. Price **\$50.40** per gross.

**330**—"Ducol Ritogrip," Two-Color Pencil. One end has Red Grip and contains Red lead. Opposite end Blue Grip and Lead White Pearl Essence Center. Red and Blue rings. Built-in Clip, Chrome Fittings.

PACKED:

Carded— $\frac{1}{2}$  dozen on easel display, six cards in carton. Weight, 9 lbs. per gross.

Boxed—In dozens, six boxes in carton. Weight,  $5\frac{1}{2}$  lbs. per gross. Price **\$72.00** per gross.

**334**—"Ducol Fingerfit." Same styling and packing as No. 330, except that the famous Fingerfit Grip is used. Price **\$72.00** per gross.



No. 35

# The "TWO-FIFTY" PEN

A smartly styled quality pen with gold plated trimmings and warranted gold plated point. Positive refill action, ample ink capacity, non-leak ink feed. Light weight, well-balanced.



No. 250 Display

250—"Two-Fifty." Available in novelty mottled, stripe and pearl finishes in a beautiful assortment of colors.

Cased—One dozen on each display. One display in carton. Weight, 8½ lbs. per gross. \$40.00 per gross

# The "FIFTY GRAND" PEN

WITH REPLACEABLE INK ERASER\*



No. 633 Display

able ink eraser.\* New berite tips and caps, pyralin centerpieces.

633—"Fifty Grand." Black tip and cap. Centerpiece in latest assorted pearl essence colors, also solid black.

Cased—One dozen on each display. One display in carton. Weight, 8½ lbs. per gross. \$30.00 per gross

\*Pens with ink eraser available only after April 1, 1935



No. 633

BACKED BY NATIONAL ADVERTISING

# 630 "FIFTY GRAND"

THE GREATEST PENCIL EVER OFFERED FOR 50c

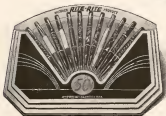
The "Fifty Grand" has everything—Style! Stamina! Service!  
Featured in new colors with Decagon Shaped Iridescent  
Pearl Essence Center, highly buffed tip and grip in  
newest shades. Heavily chrome plated built-in clip.  
Replaceable eraser. Magazine with extra leads.  
Propel-Repel-Expel action.

No. 630



630—"Fifty Grand Assortment."  
Beautiful Tray De Luxe containing  
one dozen 630 Fifty Grand  
pencils in brilliant assorted  
colors. One tray in cas-  
ton Weight 1 1/4 lbs.  
per assortment.

\$6.40 per  
assortment



Tray De Luxe — A beautiful  
display made from heavy lac-  
quered silver lined with trans-  
parent pyralis shell which  
protects the pencils. Finished  
in brilliant black and silver.

## 630G—GOLD FINISHED PENCIL

Exposed metal fittings gold-plated. Available in newest shades of cap and grip,  
highly buffed. Real pearl essence decagon shaped center pieces. Retail value,  
\$1.00 each.

630G—"Tray Assortment." 630G pencils in assorted shades of cap and grip in De Luxe tray.  
1 DOZEN IN TRAY. \$12.00 PER ASSORTMENT  
3/4 DOZEN IN TRAY. \$6.50 PER ASSORTMENT

630G—"Gold Finished Pencil." In individual gift boxes. \$144.00 per gross

S T Y L E D F O R S A L E S A P P E A L

# The "THREE and a QUARTER"

(PATENTED)

USES LONG LEAD — HAS EXTRA LEAD MAGAZINE

A revolutionary pencil introducing the new  $3\frac{1}{4}$ -inch lead and extra lead magazine. Combines advantages of long lead with extra lead magazine in convenient size barrel.

Propel-Repel-Expel Action

Operating from Cap End

Clutch Release

Magazine with Extra Leads

Removable Cap

Built-in Clip

Replaceable Eraser

Engraved Non-Slip Grip

No. 3 $\frac{1}{4}$ 

## PATENTED IDLER — TICKS LIKE A WATCH

A clever ratchet in cap end of the mechanism permits cap to idle when clutch is backed up to the limit. Makes ticking noise like a watch. Eliminates danger of injury to mechanism through twisting of cap beyond normal limits.



JEWELRY TYPE DISPLAY BOX

3 $\frac{1}{4}$ —Finished in black and assorted pearl metallic colors. Pyralin barrel. Heavily chrome plated metal parts.

### PACKING:

On Displays—Six pencils in attractive lustrous black and gold Jewelry Type display box. Weight, 11 lbs. per gross.

Boxed—In dozens, 6 boxes in carton. Packed solid or assorted. Weight, 5 $\frac{3}{4}$  lbs. per gross.

\$74.60 per gross

A QUALITY 'PRODUCT OF RITE-RITE'

# FOR PERSONAL USE—GIFTS—



## \$1.00 BRIDGE SET

**2500**—"Bridge Set." Two 630GJ Ladies' Pencils in assorted sparkling colors with gold plated metal fittings and colored tassels. Four bridge score pads with Auction and Contract bridge scoring rules. Two transparent capsules extra leads sealed with erasers. Individual sets packed in handsome gift boxes in brown and cream, also dark and light green colors. Retail value, \$1.00 each. **\$160.00** per gross

## FIFTY GRAND PEN and PENCIL SET \$1.00 RETAIL

**630**—"Pen and Pencil Set." Fifty Grand Fountain Pen and Pencil to match in assorted colors. Pen has two-tone Durium point. Packed in lustrous black and gold display box. Weight, 32 lbs. per gross. **\$160.00** per gross



## \$1.00 PENCIL AND KNIFE SET

**6600**—"Pencil and Knife Set." Includes one 630 Fifty Grand Pencil and Two-bladed Brass-tipped Knife to match. Packed in individual lustrous black and colored display type gift box. Weight, 32 lbs. per gross. **\$160.00** per gross



## \$1.00 PENCIL, LEAD AND ERASER SET

**630G**—"Pencil, Lead and Eraser Set." Beautiful pearl barrel 630G Pencil with grip and tip in assorted matched colors. Gold plated metal fittings. Also capsules of extra leads and erasers. Packed in individual mechanism display type gift box in lustrous black and gold. Weight, 29 lbs. per gross. **\$144.00** per gross



# PREMIUMS—BRIDGE PRIZES



## 18D TRIPLE COMBINATION - 25c

**18D**—No. 18 Pencil, assorted Maroon, White and Green Pearl, Pak of 8 extra Leads, 2 extra Erasers in assorted Gold, Silver and Copper bronze colored boxes, 12 boxes in self displaying carton. Weight 11 $\frac{1}{4}$  lbs. per gross. **\$40.00** per gross

**18X**—Same as 18D but with each box wrapped with embossed label bearing Christmas Greetings. **\$40.00** per gross

## 50c PENCIL AND LEAD SET

**430**—"Deluxe Pencil Set." Stylogo-Deluxe Pencil furnished in wide assortment of colored grips and tips with iridescent pearl essence centers. Also transparent capsula of extra leads sealed with an eraser. Packed in individual display type box in lustrous black and green. Weight, 26 lbs. per gross.

**\$72.00** per gross



## 13D DESK SET

**13D**—No. 1325 Pencil, assorted colors, No. 405 Long Lead Pak and 2 extra erasers packed in green metalite box. 12 boxes in carton. Weight, 11 $\frac{1}{4}$  lbs. per gross.

**\$30.40** per gross

## FINGERFIT WRITING SET A SPLENDID PREMIUM ITEM

Makes three sales in place of one. Designed to care for the consumer's pencil writing needs for a long period.

**14P**—"Fingerfit Writing Set." For School, Home, Office, Travel. No. 14 Fingerfit In. Pencil, Fingerfit Penholder, tube of leads, and a cello-pouch containing one eraser and one school pen. Mounted on hit card sealed in Cellophane. Assorted gold, silver, red and black combinations. Packed 1 dozen sets to box. Weight, 12 lbs. per gross sets. **\$40.00** per gross sets



# RIGHTYPE

FOR INDUSTRIAL, SCHOOL AND OFFICE WORK

THE USE OF RITE-RITE MECHANICAL PENCILS ASSURE  
MATERIAL SAVINGS IN TIME AND MONEY

An ordinary cedar pencil is merely a holder for a stick of lead. As you use the pencil you whittle away the holder. You pay for the wood but do not use it. Rite-Rite pencils enable you to use the same holder indefinitely and merely refill with leads.

Tests show an average of  $2\frac{1}{4}$  inches of usable lead in a 5c cedar pencil.

Two  $1\frac{3}{4}$ -inch Rite-Rite leads are equivalent to the usable lead in one cedar pencil and cost but a mere fraction of one cent. Rite-Rite's "Rightype" line offers a variety of pencils suitable to all styles of pencil writing as well as all types of uses.

**1**—"Rightype" Steno-speed commercial pencil. Extremely light weight, balanced round barrel, finished in durable yellow lacquer. Black Bakelite Cone. Nickel plated metal parts. Packed one dozen in box, 6 boxes in carton. Weight  $3\frac{1}{4}$  lbs. per gross. Price **\$14.40** per gross.

**1D**—"Rightype" Steno Dial Pencil. Equipped with a nickel plated telephone dialing cap. A practical duo-purpose pencil. Very light weight, balanced round barrel finished in durable yellow lacquer. Black Bakelite Cone. Nickel plated metal parts. Packed one dozen in box, 6 boxes in carton. Weight  $3\frac{1}{4}$  lbs. per gross. Price **\$16.00** per gross.

**2**—"Rightype" General-purpose commercial pencil. Hexagon shaped barrel, finished in Black, Red, Blue, Green, Yellow, and Purple durable lacquers. Black Bakelite Cone. Equipped with magazine for extra leads. Large replaceable Eraser. Packed one dozen in box, 6 boxes in carton. Weight 4 lbs. per gross. Price **\$16.00** per gross.



No. 1

No. 1D

N

" P E N C I L S F O R E V E R Y P U R P O S E "

THE NATION KNOWS RITE-RITE QUALITY LEADS

## IN METAL CAPPED TUBES



No. 5055



- "B" Grade Leads correspond to No. 1
- "HB" Grade Leads correspond to No. 2
- "P" Grade Leads correspond to No. 2½
- "H" Grade Leads correspond to No. 3
- "2H" Grade Leads correspond to No. 4

### 1¾-INCH STANDARD "BLACK" LEADS RETAILING AT 5c HIGH QUALITY — HB GRADE ONLY

In Cartons of 24 Metal Capped Tubes

- 505—"Superior," 12 count. Weight, 1 lb. per gross. Price \$4.50 per gross tubes.
- 5055—"Superior," 18 count. Weight, 1½ lbs. per gross. Price \$5.00 per gross tubes.

### Displays of 24 Metal Capped Tubes, Mounted on Modernistic Black and Gold Display Card

One card in carton

- 505M—"Lead Display," 12 count. Perforated card which may be split, making two complete dealer displays. Weight, 3¼ lbs. per gross. Price \$4.50 per gross tubes.
- 5055M—"Lead Display," 18 count. Split card. Weight, 3¼ lbs. per gross. Price \$5.00 per gross tubes.
- 5055—"Lead Display," 12 count. Easel display. Weight, 3¼ lbs. per gross. Price \$4.50 per gross tubes.
- 5055S—"Lead Display," 18 count. Easel display. Weight, 3¼ lbs. per gross. Price \$5.00 per gross tubes.

### Individual Cards — Each Tube Mounted on Black and Gold Card

One-half gross cards to carton

- 505C—12 count. Weight, 2½ lbs. per gross. Price \$4.70 per gross tubes.
- 5055C—18 count. Weight, 3 lbs. per gross. Price \$5.50 per gross tubes.

### 1¾-INCH STANDARD LEADS RETAILING AT 10c

Rite-Rite finest quality Leads. The utmost care is used in the manufacture and selection of these Leads. They are smooth, strong and grainless.

In Cartons of 12 Metal Capped Tubes

- 1015—"Superfine," 18 count. Carried in eight carefully matched degrees of hardness. Weight, 1½ lbs. per gross. Price \$12.00 per gross tubes.

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

**LEAD DISPLAYS WITH PENCIL**



**No. 505F**

The Rite-Rite Pencil on these cards is given "Free" with the purchase of the last tube of leads on the display. This unique idea has proven to be a splendid business getter for wholesalers and their dealers.

**Mounted Three Dozen Metal Capped Tubes on a Beautiful New Display Stand —A Real Business Getter**

Packed one card in carton

**505F**—"Lead Display." Consists of 36 tubes HB Black Leads, 12 Count and Rite-Rite Pencil. Weight, 3 lbs. per gross. Price, **\$5.90** per gross tubes.

**5905F**—"Lead Display." Consists of 36 tubes HB Black Leads, 18 Count and Rite-Rite Pencil. Weight, 3½ lbs. per gross. Price, **\$6.00** per gross tubes.

**507F**—"Combination Lead Display." Consists of 27 tubes HB Black, 12 count, 6 tubes of Red, 3 tubes of Blue and Rite-Rite Pencil. Weight, 3 lbs. per gross. Price, **\$5.90** per gross tubes.

**5907F**—"Combination Lead Display." Consists of 27 tubes HB Black, 18 count, 6 tubes of Red, 3 tubes of Blue and Rite-Rite Pencil. Weight, 3½ lbs. per gross. Price, **\$6.10** per gross tubes.

**Mounted Two Dozen Tubes**

on modernistic Black and Gold Easel Displays. Packed one card in carton.

**605F**—"Lead Display." Consists of 24 tubes HB Black Leads, 12 count, and Rite-Rite Pencil. Weight, 3½ lbs. per gross. Price, **\$5.70** per gross tubes.

**6605F**—"Lead Display." Consists of 24 tubes HB Black leads, 18 count and Rite-Rite Pencil. Weight, 4 lbs. per gross. Price, **\$6.50** per gross tubes.

**607F**—"Combination Lead Display." Consists of 18 tubes of HB Black Leads, 12 count, 4 tubes of Red, 2 tubes of Blue and Rite-Rite Pencil. Weight, 3½ lbs. per gross. Price, **\$5.90** per gross tubes.

**6607F**—"Combination Lead Display." Consists of 18 tubes of HB Black Leads, 18 count, 4 tubes of Red, 2 tubes of Blue and Rite-Rite Pencil. Weight, 4 lbs. per gross. Price, **\$6.60** per gross tubes.



**No. 605F**

**LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM**

## IN METAL CAPPED TUBES



1 1/4-INCH STANDARD "COLORED" LEADS  
RETAILING AT 5c

High Quality, Red, Blue and Medium Purple  
Copying Only

In Cartons of 24 Metal Capped Tubes

507—"Superior," 6 count. Weight, 1 lb. per gross tubes. Price, \$6.50 per gross tubes.

5507—"Superior," 12 count. Weight, 1 1/2 lbs. per gross tubes. Price, \$7.20 per gross tubes.

Displays of 24 Metal Capped Tubes of Red, Blue or Assorted, Mounted on  
Modernistic Black and Gold Display Card

One card in carton

507M—"Lead Display," 6 count. Split card. Weight, 3 1/2 lbs. per gross. Price, \$6.50 per gross.

5507M—"Lead Display," 12 count. Split card. Weight, 3 1/2 lbs. per gross. Price, \$7.20 per gross tubes.

Individual Cards — Each Tube Mounted on Black and Gold Card

One-half gross cards to carton

507C—6 count. Weight, 2 1/2 lbs. per gross. Price, \$6.50 per gross tubes.

5507C—12 count. Weight, 3 1/2 lbs. per gross. Price, \$7.20 per gross tubes.

1 3/4-INCH STANDARD COLORED LEADS RETAILING AT 10c

Twelve count. Carried in Red, Blue, Green, Yellow and Hard, Medium and New Intense Purple and Red Copying. The Intense Copying is excellent for work requiring many copies.

1017—"Superline." In tubes with metal cap. Weight, 1 1/2 lbs. per gross. Price, \$12.00 per gross tubes.

1017—"Superline." Intense Purple and Red Copying Lead—\$14.40 per gross tubes.



No. 805A

### IN FLAT PAKS

A very convenient unit, consisting of a multiple grooved block inserted in an end opening bar. The Leads are easily extracted one at a time.

Individual Cards — Each Tube Mounted on  
Black and Gold Card

One-half gross cards to carton

805A—"Flat Pak," HB Black. 18 count. Weight, 2 lbs. per gross. Price, \$5.00 per gross paks.

807A—"Colored "Flat Pak" Red, Blue and Medium Copying. 12 count. Weight, 2 1/2 lbs. per gross tubes. Price, \$7.20 per gross paks.

### In Cartons

710—"Flat Pak" Graded Block. 18 count. Carried in eight correctly matched degrees of hardness. Twelve tubes to carton. Weight, 1 1/2 lbs. per gross. Price, \$12.00 per gross paks.

910—"Colored "Flat Pak" 12 count. Carried in Red, Blue, Green, Yellow and Hard, Medium and New Intense Purple and Red Copying. The Intense Copying is excellent for work requiring many copies. Weight, 1 1/2 lbs. per gross. Price, \$12.00 per gross paks.

910—"Flat Pak" Intense Purple and Red Copying Lead—\$14.40 per gross.



No. 710

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

1 $\frac{3}{8}$ " "MICROMETRIC" LEADS RETAILING AT 10c

Rite-Rite finest quality Leads. The utmost care is used in the manufacture and selection of these Leads. They are smooth, strong and gritless.



No. 1515

Packed in a new patented Flatpak with thin wood base and lithographed metal slide, so made that the Leads can be easily extracted one or more at a time from the end of the container and the package kept intact.

CARTONS

1515—"Micrometric." Graded black—18 count. Carried in eight correctly matched degrees of hardness. 12 Paks to carton. Weight, 1 lb per gross.

Price, \$14.40 per gross Paks

1517—"Micrometric." Colored—12 count. Carried in Red, Blue, Green, Yellow and Hard, Medium and New Intense Purple and Red Copying. The Intense Copying is excellent for work requiring many copies. Weight,  $\frac{3}{4}$  lb per gross.

Price, \$14.40 per gross Paks

1517—"Micrometric" Intense Purple and Red Copying Lead — \$18.00 per gross Paks

Individual Cards—Each Pak mounted on Black and Gold card. One-half gross cards in carton

1515A—"Micrometric" Black. Weight, 2 $\frac{3}{4}$  lbs. per gross. Price, \$14.40 per gross Paks

1517A—"Micrometric" Colored. Weight, 2 lbs. per gross. Price, \$14.40 per gross Paks

1517A—"Micrometric" Intense Purple and Red Copying Lead—\$18.00 per gross Paks.



No. 1515 Carton

DISPLAYS

1515S—"Micrometric." Black Lead Display. Consists of 12 Paks HB Black Leads. Other grades if specified. Mounted on small easel which very effectively reproduces an artist's palette. Packed 2 cards to carton. Weight, 3 $\frac{3}{4}$  lbs. per gross Paks. Price, \$14.40 per gr. Paks.

1517S—"Micrometric." Colored Lead Display. Consists of 8 Red Paks and 4 Blue Paks, mounted on palette cards. Other combinations as specified. 2 cards in carton. Weight, 3 $\frac{3}{4}$  lbs. per gross. Price, \$14.40 per gross Paks.



No. 1515 S

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

**1/8" STANDARD LEADS RETAILING AT 15c**

**1615**—Lead Carton. Contains 12 tubes of Superfine Quality, black leads, 24 leads to tube. Carried in eight correctly matched degrees of hardness. Packed one grade to carton. Weight, 1 1/4 lbs. per gross. Price, **\$14.40** per gross tubes.

**1617**—Colored Lead Carton. Contains 12 tubes of Superfine Quality colored leads, 18 leads to tube. Carried in Red, Blue, Green, Yellow and Hard, Medium and Intense Purple and Red Copying. Packed one color to carton. Weight 1 lb. per gross. Price, **\$14.40** per gross tubes. Intense Purple and Red Copying Lead—**\$18.00** per gross tubes.

**1/8" STANDARD LEADS IN BULK PACKING**

No. 1095



**1095**—Lead in Bulk. Contains 144 sheets of Superfine Quality, black leads. Put up in slide box. Carried in eight degrees of hardness. Weight 4 1/4 lbs per gross boxes. Price, **\$5.40** per dozen boxes.

**1097**—Colored Leads in Bulk. Contains 144 sheets of Superfine Quality, colored leads. Put up in slide box. Carried in Red, Blue, Green, Yellow and Hard, Medium and Intense Purple and Red Copying. Weight 4 1/4 lbs. per gross boxes. Price, **\$9.00** per dozen boxes. Intense Purple and Red Copying Lead—**\$18.00** per dozen boxes.

**1/8" CHECKING LEADS .076 DIAMETER**

Rite-Rite Checking Leads have been added to the line to take care of the demand for a lead of this diameter, suitable for draftsmen, department store, railroad, newspaper, hotel, shipping and checking department work.

**1715**—Checking Lead Carton. Contains 12 tubes of .076 black checking leads, 12 leads to tube, each lead pointed at one end. Carried in Very Soft Dense Black; also 8B, 2B, HB, H and 3H. Packed one grade to carton, six cartons to box. Weight, 2 lbs. per gross. Price, **\$21.60** per gross tubes.

**1717**—Colored Checking Lead Carton. Contains 12 tubes .076 colored checking leads, 12 leads to tube, each lead pointed at one end. Carried in Red, Blue, Green, Yellow and Hard, Medium and Intense Purple and Red Copying. Packed one color to carton, six cartons to box. Weight, 2 lbs. per gross. Price, **\$21.60** per gross tubes. Intense Purple and Red Copying Lead—**\$28.80** per gross tubes.

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

HANDISEAL FLATPAK



Rite-Rite 4-inch Leads are put up in a new patented "Handiseal" long lead pak, made so leads can easily be extracted one or more at a time from the end of the container.

4-INCH BLACK LEADS RETAILING AT 5c

High Quality — B, HB, F and H Grades — 4 Leads to Pak

**405**—"Lead Carton." Consists of 24 Flatpaks. Six cartons to box. Weight, 2 lbs. per gross. Price, \$7.00 per gross paks.

**405M**—"Lead Display." Consists of 24 Flatpaks mounted on two-color perforated display which may be split, making two complete dealers' displays. Packed one card in carton. Weight, 4 lbs. per gross. Price, \$7.00 per gross paks.

**405F**—"Lead Display." Consists of 24 Flatpaks mounted on striking easel display with a 25c pencil intended for purchaser of last Flatpak. Packed one card to carton. Weight, 4½ lbs. per gross. Price, \$7.50 per gross paks.

**405S**—"Lead Display." Consists of 24 Flatpaks mounted on Easel Display. Weight, 4 lbs. per gross paks. Price, \$7.00 per gross paks.

**405C**—"Individual Lead Cards." Each pak mounted on a colorfast card. One-half gross cards to carton. Weight, 3½ lbs. per gross cards. Price, \$7.50 per gross cards.



No. 405F

4-INCH "MICROMETRIC" BLACK LEADS RETAILING AT 10c AND OVER

"Micrometric" Quality — Eight Carefully Graded Degrees of Hardness Six Leads to Pak



No. 1415

**1415**—"Micrometric Lead Carton." Contains 12 Flatpaks of One Degree, 6 cartons to box. Weight, 2¼ lbs. per gross. Price, \$12.00 per gross paks.

**1415A**—"Micrometric Individual Lead Cards." Each pak mounted on a Black and Gold Card. One-half gross cards to carton. Weight, 3¼ lbs. per gross. Price, \$12.00 per gross paks.

**1415M**—"Micrometric Lead Display." Consists of 24 Flatpaks mounted on three-color perforated display card which may be split to make two complete easel displays. One card to carton. Weight, 4¾ lbs. per gross. Price, \$12.00 per gross paks.

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM



## 4-INCH "MICROMETRIC" BLACK LEADS RETAILING AT 10c AND OVER (Continued)

**1415F**—"Micrometric Lead Display." Consists of 24 Paks HB grade mounted on silver, black and orange display card with a 4-inch 25c Rite-Rite Pencil intended for purchaser of last Flatpak. Packed one card to carton. Weight, 4½ lbs. per gross. Price, **\$12.00** per gross paks.

**3405**—"Lead Carton." Contains 12 Flatpaks of one grade "Micrometric" Quality, 4-inch black leads, 8 leads to pak, 6 cartons to box. Carried in eight grades. Weight, 3½ lbs. per gross. Price, **\$14.40** per gross paks.



No. 1415F

## 4-INCH "MICROMETRIC" COLORED LEADS RETAILING AT 10c AND OVER

4 Leads to Pak

"Micrometric" Quality, carried in Red, Blue, Green, Yellow, Silver, Brick Red and Gold. Also Hard, Medium, and New Intense Purple and Red Copying.

**1417**—"Micrometric Colored Lead Carton." Contains 12 Flatpaks of one color. Six cartons to box. Weight, 2 lbs. per gross. Price, **\$12.00** per gross paks. Intense Purple and Red Copying Lead—**\$14.40** per gross paks.

**1417A**—"Micrometric Individual Colored Lead Cards." Each Pak mounted on a Black and Gold Card. One-half gross cards to carton. Weight, 3 lbs. per gross. Price, **\$12.00** per gross paks. Intense Purple and Red Copying Lead—**\$14.40** per gross paks.

**1417**—"Micrometric Photo Assortment." Carton containing 4 Flatpaks each Gold, Silver, Brick Red leads. Price, **\$12.00** per gross paks.

**3407**—"Colored Lead Carton." Contains 12 Flatpaks "Micrometric" Quality 4-inch length colored leads, 8 leads to pak. Carried in Red, Blue, Green, Yellow, Silver, Brick Red and Gold and Hard, Medium and Intense Purple and Red Copying. Packed one color to carton, 6 cartons to box. Weight, 3 lbs. per gross. Price, **\$14.40** per gross paks. Intense Purple and Red Copying Lead—**\$18.00** per gross paks.

## 4-INCH COMBINATION LEAD DISPLAYS

**14174**—"Micrometric Colored Lead Display." Consists of 24 Paks of Red or Blue or Assorted as specified mounted on a Silver, Black and Orange display card which may be split, making two complete displays. One card to carton. Weight, 4½ lbs. per gross. Price, **\$12.00** per gross paks.

**1417F**—"Micrometric Combination Lead Display." Consists of 18 Flatpaks HB Black Leads, 4 Paks of Red and 2 Paks of Blue mounted on three-color modernistic Base Display with a 4-inch 25c Rite-Rite Pencil intended for purchaser of last Flatpak. One card to carton. Weight, 4½ lbs. per gross. Price, **\$12.00** per gross paks.

## 3¼-INCH "MICROMETRIC" LONG LEADS IN FLATPAKS RETAILING AT 10c

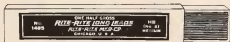
"Micrometric" Quality — Eight Carefully Graded Degrees of Hardness

**1215**—"3¼-inch Lead Carton." Contains 12 Flatpaks of one degree, 8 leads to pak. Six cartons to box. Weight, 2½ lbs. per gross. Price, **\$12.00** per gross paks.

**1217**—"3¼-inch Colored Lead Carton." Contains 12 Flatpaks of one color, 8 leads to pak. Carried in Red, Blue, Green, Yellow, Silver, Brick Red and Gold. Also Hard, Medium and Intense Purple and Red Copying. Six cartons to box. Weight, 2 lbs. per gross. Price, **\$12.00** per gross paks. Intense Purple and Red Copying Lead—**\$14.40** per gross paks.

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

4-INCH LEADS IN BULK PACKING



No. 1485

**1485**—Leads in Bulk. Contains 72 sticks of "Superior" Quality 4-inch length black leads. Packed in slide box. Carried in all grades, 12 boxes to carton. Weight, 10 $\frac{1}{4}$  lbs. per gross boxes. Price, \$7.20 per dozen boxes.

**1487**—Colored Leads in Bulk. Contains 72 sticks of "Superior" Quality 4-inch length colored leads. Packed in slide box. Carried in Red, Blue, Green, Yellow, Silver, Brick Red and Gold. Also Hard, Medium and Intense Purple and Red Copying. Twelve boxes to carton. Weight, 9 lbs. per gross boxes. Price, \$12.00 per dozen boxes. Intense Purple and Red Copying Lead—\$15.00 per dozen boxes.

4-INCH "SUPER-X" LEADS IN TUBES

**4405**—"Super-X" Lead Carton. Contains 12 tubes of one grade "Super-X" 4-inch black leads, 6 leads to tube, 6 cartons to box. Carried in B, HB, F and H grades. Weight, 3 $\frac{1}{4}$  lbs. per gross. Price, \$8.00 per gross tubes.

**4405M**—"Super-X" Lead Display. Consists of 24 tubes "Super-X" 4-inch black leads, 6 leads to tube, mounted on perforated display card which may be split, making two complete displays. One card to carton. Weight, 4 $\frac{1}{4}$  lbs. per gross. Price, \$8.00 per gross tubes.

**2415**—"Super-X" Lead Carton. Contains 12 tubes of one grade "Super-X" 4-inch black leads, 12 leads to tube, 6 cartons to box. Carried in eight grades of hardness. Weight, 3 $\frac{1}{4}$  lbs. per gross. Price, \$13.00 per gross tubes.

**2417**—"Super-X" Colored Lead Carton. Contains 12 tubes "Super-X" 4-inch colored leads, 6 leads to tube. Carried in Red, Blue, Green and Yellow and Hard, Medium and Intense Purple and Red Copying. Packed one color to carton, six cartons to box. Weight, 3 $\frac{1}{4}$  lbs. per gross. Price, \$13.00 per gross tubes.

CLIPS FOR RITE-RITE PENCILS

**3036**—Clip Box. Contains 36 Clips, packed bulk in convenient slide box. Four boxes per carton. Weight, 3 $\frac{1}{4}$  lb. per box. List Price, \$1.00 per box.

**3144**—Clip Box. Contains 1 gross Clips, packed bulk in convenient slide box. Weight, 3 $\frac{1}{4}$  lb. per box. List Price, \$3.60 per box.

SIZE	RITE-RITE PENCILS NO.
AH	14
D	2, 12, 13, 13M, 113, 113S, 113R, 213, 213R, 13J, 18, 331

LEAD PRICES ARE SUBJECT TO 10% DISCOUNT IN 25 GROSS LOTS MINIMUM

## ERASERS FOR RITE-RITE PENCILS



No. 2002 Pouch



No. 2003 Carton

**2002**—Eraser Carton. Consists of 24 cellophane packages, each containing 2 cupped erasers. Weight, 1 lb. per gross packages. List Price, **\$7.90** per gross packages.

**2012**—Eraser Box. Contains 12 cupped erasers, packed bulk in convenient slide box. Twelve boxes per carton. Weight,  $\frac{1}{2}$  lb. per dozen boxes. List Price, **\$2.40** per dozen boxes.

**2036**—Eraser Box. Contains 36 cupped erasers, packed bulk in convenient slide box. Four boxes per carton. Weight,  $1\frac{1}{2}$  lbs. per dozen boxes. List Price, **\$6.00** per dozen boxes.

**2144**—Eraser Box. Contains 1 gross cupped erasers, packed bulk in convenient slide box. Weight,  $\frac{1}{2}$  lb. per box. List Price, **\$1.80** per box.

## ERASER SIZES

SIZE	USED IN RITE-RITE PENCILS NO.
B	24, 30, 230, 430, 530, 630
BX	13, 13M, 113, 113S, 113R, 213, 213R, 13J, 18, 29, 229, 33, 331
D	2, 14
E	12
G	3 $\frac{1}{4}$

# PREMIUMS THAT PAY THEIR WAY

Your advertising message on these attractive pencils insures a long life sales message. Pep up your sales campaign with these snappy premium give-aways.



EXETER 113 S (Above)

RITEGRIP 30

## PRINTED OR IMPRINTED IN ONE TO FIVE LINES

### IMPRINTING

Your message in one line stamped into barrel of pencil with hot steel die. Won't wear out or rub off easily. A permanent reminder for the life of the pencil.

Rite-Rite advertising pencils repeat your sales message constantly, day after day, throughout the life of the pencil. That is why so many large concerns insist on Rite-Rite quality pencils wherever effective premiums are needed.

### PRINTING

Your message in one to five lines printed on barrel of pencil in black or color. Permits use of trademark or artwork to make an attractive advertisement.

Ask for Our Rite-Ad Catalog of Advertising Pencils

LOW COST - LONG LIFE - POPULAR APPEAL

The pencil prices in this catalog are subject to a confidential 50% discount to wholesalers on orders amounting to 5 gross assorted pencils and from 5 to 24 gross leads with the following exceptions:

Pencil items listing at \$18.00 per gross are priced net as follows:

\$8.00 per gross—

On single shipments of less than 5 gross.

\$7.00 per gross—

On single shipments of 5 gross or more, or when combined with orders for other pencils, leads or erasers totalling \$50.00 or more.

\$7.00 per gross—

On single shipments of 10 gross or more, or when combined with orders for other pencils, leads or erasers totalling \$100.00 or more.

Lead prices are subject to quantity discounts as follows:

55-10%—On single shipments of 25 gross or more.